

Chapter II

THE DEMOGRAPHIC AND ECONOMIC BASE

INTRODUCTION

Proper planning for the growth and development of any area requires an understanding of the area's demographic and economic base. Inventories and analyses of population and economic activity are therefore essential basic studies to be conducted in preparation of a development plan. This chapter presents the findings of the socio-economic inventories and analyses conducted in support of the Waukesha County development plan. Basic demographic information, including information pertaining to the size and distribution of the resident population and to such population characteristics as age, sex, educational attainment, racial composition, marital status, and household composition, is presented in the first section of this chapter. Information pertaining to the economic base, including information regarding the size and characteristics of the labor force, employment, structure of the economy, personal income levels, and the property tax base of the County, is presented in the second section of this chapter.

The data on population and on economic activity levels and trends in Waukesha County presented in this chapter provide part of the basis for the preparation of the projections and forecasts of future population and economic activity levels for the County presented in Chapter VIII. Those projections and forecasts are in turn the basis for estimating future demands for land, housing, transportation and recreational facilities, utilities, schools, and other public facilities which the County development plan must seek to accommodate.

DEMOGRAPHIC BASE

Population Size and Growth Trends

Resident population levels for Waukesha County for the past 140 years, as enumerated in U. S. Censuses of Population, are presented in Table 1 and Figure 1. During the 100-year period from 1850 to 1950, the resident population of the County increased gradually, from 19,258 persons in 1850 to 85,901 persons in 1950. The County experienced a significant increase in the rate of population growth after 1950, increasing by 84 percent during the

1950s, 46 percent during the 1960s, 21 percent during the 1970s, and 9 percent during the 1980s. By 1990, the County population level stood at 304,715, more than three times the 1950 level. Estimates prepared by the Wisconsin Department of Administration indicate the County population increased further, to 323,387, by January 1994, an increase of about 18,670 persons, or 6 percent, over the April 1990 U. S. Census of Population and Housing count.

As shown in Table 1, the rate of population growth for Waukesha County exceeded the population growth rate of the State during each of the past eight decades and that of the seven-county Southeastern Wisconsin Region during each of the past six decades. As a result, the County's share of the State population increased from under 2 percent in 1910 to about 6 percent in 1990, and its share of the regional population increased from about 5 percent in 1930 to about 17 percent in 1990. The County's increase in proportionate share of the regional population is a reflection of the decentralization of population away from Milwaukee County, particularly over the past four decades.

Waukesha County ranked third among the 72 counties in Wisconsin in total population in 1990, behind Dane County and Milwaukee County (see Figure 2), and was among the fastest-growing counties in the State during the post World War II era. As indicated in Table 2 and Figure 3, Waukesha County had the highest relative growth in population among all Wisconsin counties during the 1940s, 1950s, and 1960s. Despite reduced growth rates during the 1970s and 1980s, the County's overall growth rate of 386 percent over the 50-year period from 1940 to 1990 remains the highest among the 72 counties in Wisconsin.

Components of Population Change

The population of an area such as Waukesha County is constantly changing with the occurrence of births and deaths and through the inflow and outflow of persons migrating from one area to another. Population increases result from births and in-migration of persons; population decreases result from deaths and out-migration. The balance between births and deaths is termed "natural

Table 1

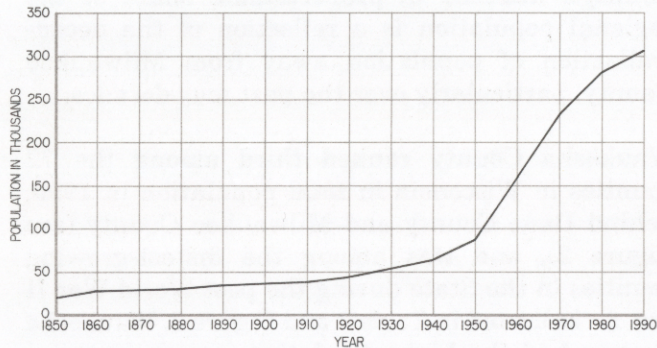
POPULATION TRENDS IN WAUKESHA COUNTY, THE REGION, AND THE STATE: 1850-1994

Year	Waukesha County			The Region			The State			Waukesha County Population as a Percent of	
	Population	Change from Preceding Census		Population	Change from Preceding Census		Population	Change from Preceding Census		Region	Wisconsin
		Absolute	Percent		Absolute	Percent		Absolute	Percent		
1850	19,258	--	--	113,389	--	--	305,391	--	--	17.0	6.3
1860	26,831	7,573	39.3	190,409	77,020	67.9	775,881	470,490	154.1	14.1	6.3
1870	28,274	1,443	5.4	223,546	33,137	17.4	1,054,670	278,789	35.9	12.6	3.5
1880	28,957	683	2.4	277,119	53,573	24.0	1,315,497	260,827	24.7	10.4	2.7
1890	33,270	4,313	14.9	386,774	109,655	39.6	1,693,330	377,833	28.7	8.6	2.2
1900	35,229	1,959	5.9	501,808	115,034	29.7	2,069,042	375,712	22.2	7.0	1.7
1910	37,100	1,871	5.3	631,161	129,353	25.8	2,333,860	264,818	12.8	5.9	1.6
1920	42,612	5,512	14.9	783,681	152,520	24.2	2,632,067	298,207	12.8	5.4	1.6
1930	52,358	9,746	22.9	1,006,118	222,437	28.4	2,939,006	306,939	11.7	5.2	1.8
1940	62,744	10,386	19.8	1,067,699	61,581	6.1	3,137,587	198,581	6.8	5.9	2.0
1950	85,901	23,157	36.9	1,240,618	172,919	16.2	3,434,575	296,988	9.5	6.9	2.5
1960	158,249	72,348	84.2	1,573,614	332,996	26.8	3,951,777	517,202	15.1	10.1	4.0
1970	231,335	73,086	46.2	1,756,083	182,469	11.6	4,417,821	466,044	11.8	13.2	5.2
1980	280,203	48,868	21.1	1,764,796	8,713	0.5	4,705,642	287,821	6.5	15.9	6.0
1990	304,715	24,512	8.7	1,810,364	45,568	2.6	4,891,769	186,127	4.0	16.8	6.2
1994 ^a	323,387	18,672	6.1	1,869,275	58,911	3.3	5,061,451	169,682	3.5	17.3	6.4

^aEstimate from Wisconsin Department of Administration.

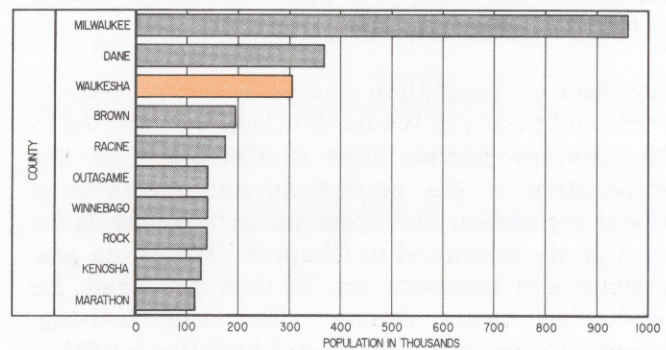
Source: U. S. Bureau of the Census and SEWRPC.

Figure 1

TOTAL POPULATION IN
WAUKESHA COUNTY: 1850-1990

Source: U. S. Bureau of the Census and SEWRPC.

Figure 2

COUNTIES WITH THE HIGHEST
POPULATION LEVELS IN WISCONSIN: 1990

Source: U. S. Bureau of the Census and SEWRPC.

Table 2

POPULATION AND POPULATION GROWTH RATES OF THE
SIX FASTEST-GROWING COUNTIES IN WISCONSIN: 1940-1990^a

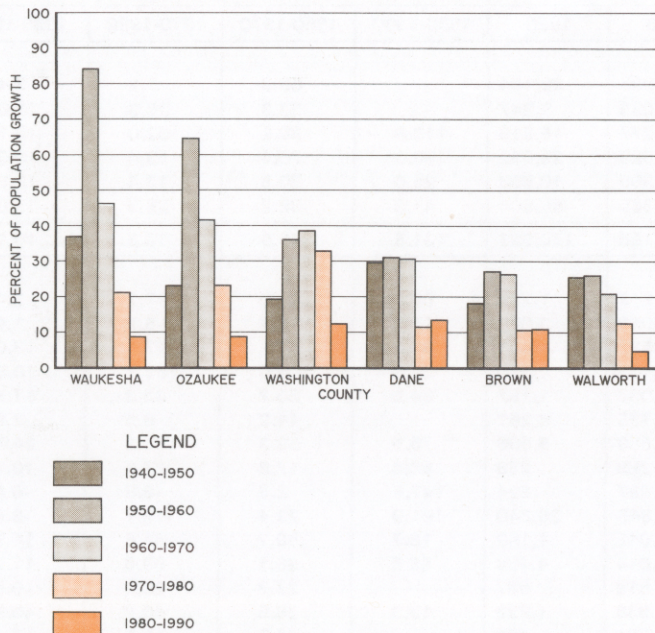
County	Population						Percent Change in Population					
	1940	1950	1960	1970	1980	1990	1940-1950	1950-1960	1960-1970	1970-1980	1980-1990	1940-1990
Waukesha	62,744	85,901	158,249	231,365	280,203	304,715	36.9	84.2	46.2	21.1	8.7	385.6
Ozaukee	18,985	23,361	38,441	54,461	66,981	72,831	23.0	64.6	41.7	23.0	8.7	283.6
Washington	28,430	33,902	46,119	63,839	84,848	95,328	19.2	36.0	38.4	32.9	12.4	235.3
Dane	130,660	169,357	222,095	290,272	323,545	367,085	29.6	31.1	30.7	11.5	13.5	180.9
Brown	83,109	98,314	125,082	158,244	175,280	194,594	18.3	27.2	26.5	10.8	11.0	134.1
Walworth	33,103	41,584	52,368	63,444	71,507	75,000	25.6	25.9	21.2	12.7	4.9	126.6

^aFastest-growing counties in terms of overall percent increase in resident population between 1940 and 1990.

Source: U. S. Bureau of the Census and SEWRPC.

Figure 3

**POPULATION GROWTH RATES
OF THE SIX FASTEST-GROWING
COUNTIES IN WISCONSIN: 1940-1990^a**



^aFastest-growing counties defined in terms of total percent increase in resident population between 1940 and 1990.

Source: U. S. Bureau of the Census and SEWRPC.

Table 3

**NATURAL INCREASE AND NET MIGRATION
IN WAUKESHA COUNTY: 1920-1990**

Time Period	Natural Increase	Net Migration	Population Change
1920-1930	2,651	7,095	9,746
1930-1940	2,145	8,241	10,386
1940-1950	8,424	14,733	23,157
1950-1960	19,746	52,602	72,348
1960-1970	25,699	47,387	73,086
1970-1980	18,010	30,858	48,868
1980-1990	20,069	4,443	24,512

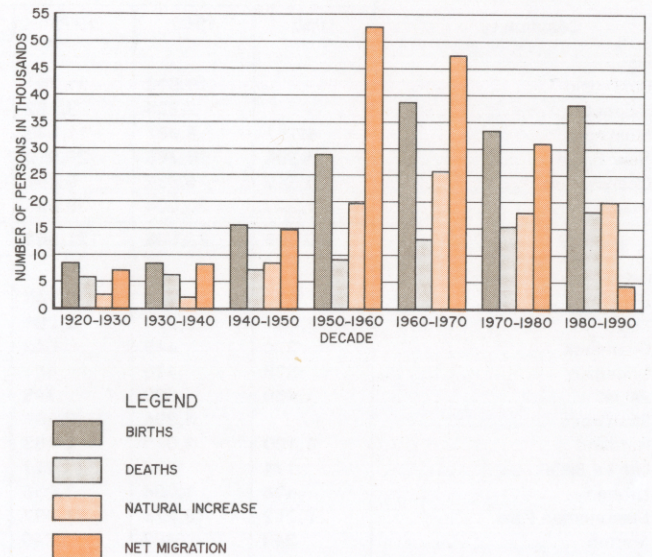
Source: U. S. Bureau of the Census, Wisconsin Department of Health and Social Services, and SEWRPC.

increase," and the balance between in-migration and out-migration is termed "net migration." Review of the trends in natural increase and net migration provides insight into the dynamics of population change in an area.

As indicated in Table 3 and shown in Figure 4, until recently, population growth in Waukesha County was driven more by migration into the County than

Figure 4

**COMPONENTS OF POPULATION CHANGE
IN WAUKESHA COUNTY: 1920-1990**



Source: Wisconsin Department of Health and Social Services and SEWRPC.

by natural increase. Over all, during the 60-year period from 1920 through 1980, net migration into the County was more than double the natural increase. A reversal of this trend occurred in the 1980s, when for the first time in decades natural increase exceeded net in-migration. Natural increase accounted for more than 80 percent of the overall increase in the County population during the 1980s. As shown in Figure 4, growth in the population due to natural increase was about the same in the 1970s, 18,000 persons, and 1980s, 20,000 persons. Conversely, net in-migration decreased from about 31,000 persons during the 1970s to about 4,400 persons during the 1980s.

Population Distribution

The distribution of population among the cities, villages, and towns in the County is presented in Table 4 and Figure 5. Among the 37 cities, villages, and towns, the 1990 resident population levels ranged from 258 in the Village of Lac La Belle to 56,894 in the City of Waukesha. In 1990, the population of the six cities in the County totaled 158,823 persons, or 52 percent of the County total; the population of the 18 villages totaled 68,469 persons, or 22 percent; and the population of the 13 towns totaled 77,423 persons, or 26 percent.

Table 4

**POPULATION AND POPULATION CHANGE IN WAUKESHA COUNTY
BY CIVIL DIVISION, THE REGION, AND THE STATE: 1950-1990**

Community	Population					Percent Change in Population			
	1950	1960	1970	1980	1990	1950-1960	1960-1970	1970-1980	1980-1990
Cities									
Brookfield	--	19,812	31,761	34,035	35,184	--	60.3	7.2	3.4
Delafield	--	2,334	3,182	4,083	5,347	--	36.3	28.3	31.0
Muskego	4,157	8,888	11,573	15,277	16,813	113.8	30.2	32.0	10.1
New Berlin	5,334	15,788	26,910	30,529	33,592	196.0	70.4	13.4	10.0
Oconomowoc	5,345	6,682	8,741	9,909	10,993	25.0	30.8	13.4	10.9
Waukesha	21,233	30,004	39,695	50,365	56,894	41.3	32.3	26.9	13.0
Subtotal	36,069	83,508	121,862	144,198	158,823	131.5	45.9	18.3	10.1
Villages									
Big Bend	480	797	1,148	1,345	1,299	66.0	44.0	17.2	-3.4
Butler	1,047	2,274	2,261	2,059	2,079	117.2	-0.6	-8.9	1.0
Chenequa	270	445	642	532	601	64.8	44.3	-17.1	13.0
Dousman	328	410	451	1,153	1,277	25.0	10.0	155.7	10.8
Eagle	460	620	745	1,008	1,182	34.8	20.2	35.3	17.3
Elm Grove	--	4,994	7,201	6,735	6,261	--	44.2	-6.5	-7.0
Hartland	1,190	2,088	2,763	5,559	6,906	75.5	32.3	101.2	24.2
Lac La Belle	174	276	227	289	258	58.6	-17.8	27.3	-10.7
Lannon	438	1,084	1,056	987	924	147.5	-2.6	-6.5	-6.4
Menomonee Falls	6,262	18,276	31,697	27,845	26,840	191.9	73.4	-12.1	-3.6
Merton	343	407	646	1,045	1,199	18.7	58.7	61.8	14.7
Mukwonago	1,207	1,877	2,367	4,014	4,464	55.5	26.1	69.6	11.2
Nashotah	--	321	410	513	567	--	27.7	25.1	10.5
North Prairie	424	489	669	938	1,322	15.3	36.8	40.2	40.9
Oconomowoc Lake	--	414	599	524	493	--	44.7	-12.5	-5.9
Pewaukee	1,792	2,484	3,271	4,637	5,287	38.6	31.7	41.8	14.0
Sussex	679	1,087	2,758	3,482	5,039	60.1	153.7	26.3	44.7
Wales	237	356	691	1,992	2,471	50.2	94.1	188.3	24.0
Subtotal	15,331	38,699	59,602	64,657	68,469	152.4	54.0	8.5	5.9
Towns									
Brookfield	7,425	1,990	4,303	4,364	4,232	-73.2	116.2	1.4	-3.0
Delafield	3,740	2,822	3,750	4,597	5,735	-24.5	32.9	22.6	24.8
Eagle	947	1,103	1,250	1,758	2,028	16.5	13.3	40.6	15.4
Genesee	1,686	2,183	3,172	5,126	5,986	29.5	45.3	61.6	16.8
Lisbon	1,532	2,885	4,709	8,352	8,277	88.3	63.2	77.4	-0.9
Merton	2,214	3,077	4,424	6,025	6,430	39.0	43.8	36.2	6.7
Mukwonago	1,269	1,579	1,930	4,979	5,967	24.4	22.2	158.0	19.8
Oconomowoc	3,288	4,465	6,010	7,340	7,323	35.8	34.6	22.1	-0.2
Ottawa	764	1,092	1,698	2,795	2,988	42.9	55.5	64.6	6.9
Pewaukee	5,493	5,797	7,551	8,922	9,339	5.5	30.3	18.2	7.8
Summit	2,571	3,472	3,809	4,050	4,003	35.0	9.7	6.3	-1.3
Vernon	1,464	2,037	2,857	6,372	7,549	39.1	40.3	123.0	18.5
Waukesha	2,108	3,540	4,408	6,668	7,566	67.9	24.5	51.3	13.5
Subtotal	34,501	36,042	49,871	71,348	77,423	4.5	38.4	43.1	8.9
Waukesha County	85,901	158,249	231,335	280,203	304,715	84.2	46.2	21.1	8.7
The Region	1,240,618	1,573,614	1,756,083	1,764,796	1,810,364	26.8	11.6	0.5	2.6
The State	3,434,575	3,951,777	4,417,821	4,705,642	4,891,769	15.1	11.8	6.5	4.0

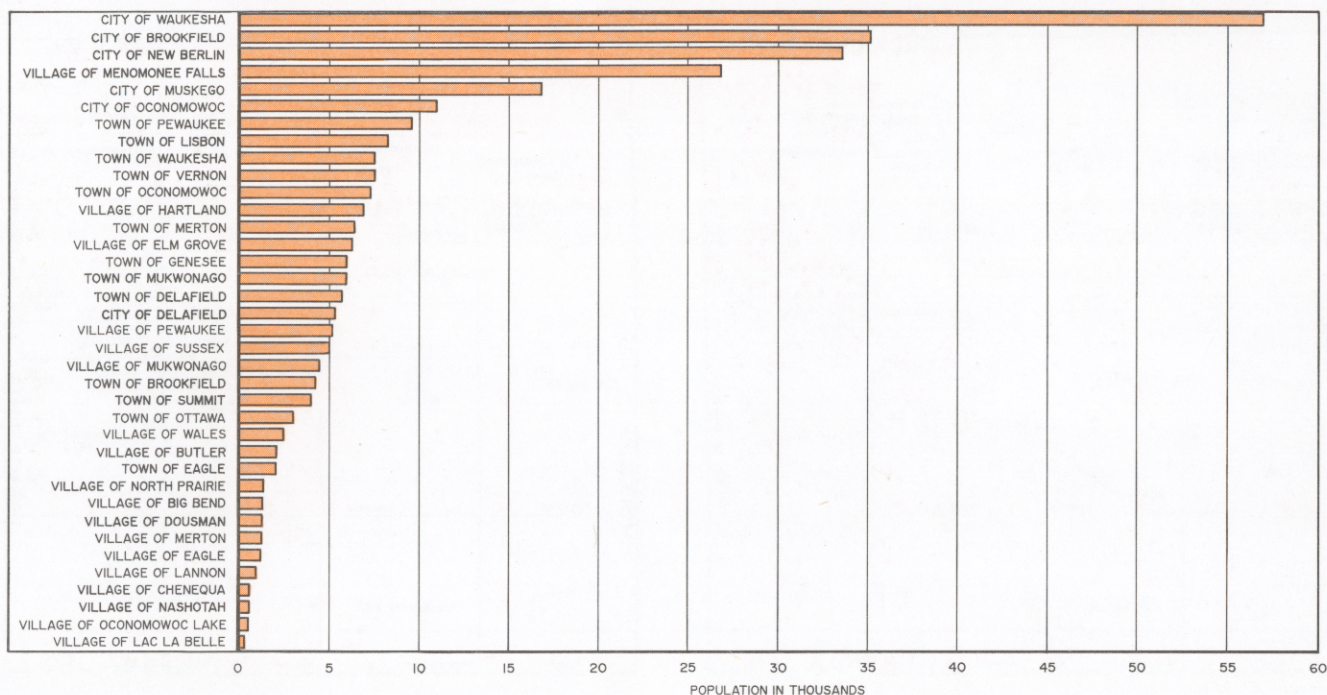
Source: U. S. Bureau of the Census and SEWRPC.

The spatial distribution of the population of Waukesha County in 1990 is shown graphically on Map 1. The largest concentrations of population occur in and around the City of Waukesha, in the eastern tier of communities bordering Milwaukee County, and in the lakes area in the northwest corner of the County.

A comparison of Map 1 with Map 2, which shows the population distribution of the County in 1960, indicates that, over the past approximately three decades, substantial population growth has occurred in the aforementioned areas as well as in many outlying areas of the County.

Figure 5

POPULATION IN WAUKESHA COUNTY BY CIVIL DIVISION: 1990



Source: U. S. Bureau of the Census and SEWRPC.

Another way to consider the distribution of population within the County is in terms of urban and rural place of residence.¹ The urban and rural population of the County as enumerated by the U. S. Censuses of Population is presented in Table 5 and Figure 6. During the first half of this century, the population of the County was predominantly rural, with the rural population accounting for between 60 and 70 percent of the total population. Over the past four decades, however, the population of the County was transformed from predominantly rural to predominantly urban. As indicated in Table 5, urban population increased to about 80 percent of the total population by 1970; this percentage has remained relatively stable since.

¹"Urban" population is defined by the U. S. Bureau of the Census as all persons living in incorporated or unincorporated places of 2,500 or more and all persons living in other incorporated or unincorporated territories included in "urbanized areas" so identified by the Bureau of the Census.

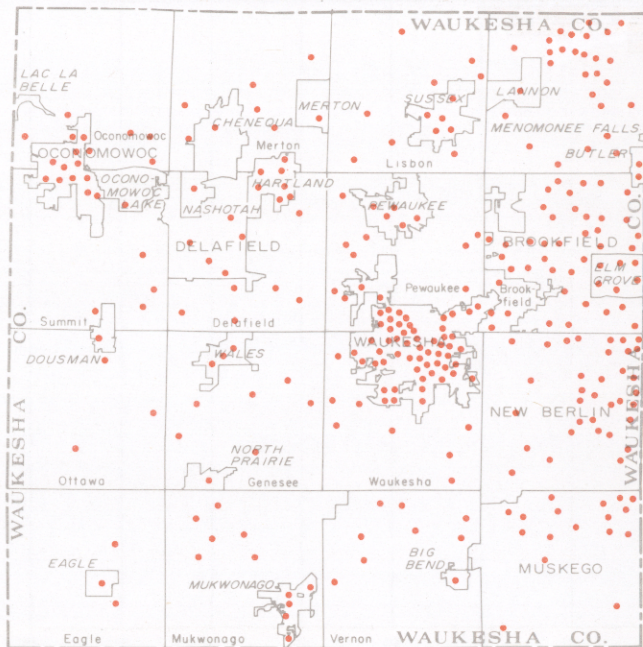
Since 1930, the Census Bureau has further enumerated the rural population as farm and nonfarm. The nonfarm component of the rural population can be characterized as essentially urban dwellers whose residences are scattered throughout the rural and rural-urban fringe areas of the County. As indicated in Table 5, the rural population, which constituted about 22 percent of the total County population in 1990, consisted primarily of nonfarm residents. The rural farm population constituted only 0.3 percent of the total County population in 1990.

Population Characteristics

Certain basic population characteristics are important to long-range planning. These include age, sex, race, marital status, and educational attainment. Insofar as these demographic characteristics affect the rate of population growth and change through natural increase, they have important implications for land use planning. These characteristics also have important implications for such factors as the trip generation rates essential to transportation system planning.

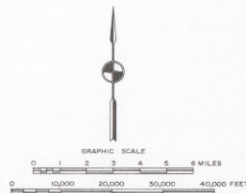
Map 1

POPULATION DISTRIBUTION IN WAUKESHA COUNTY: 1990



LEGEND

• 1,000 PERSONS



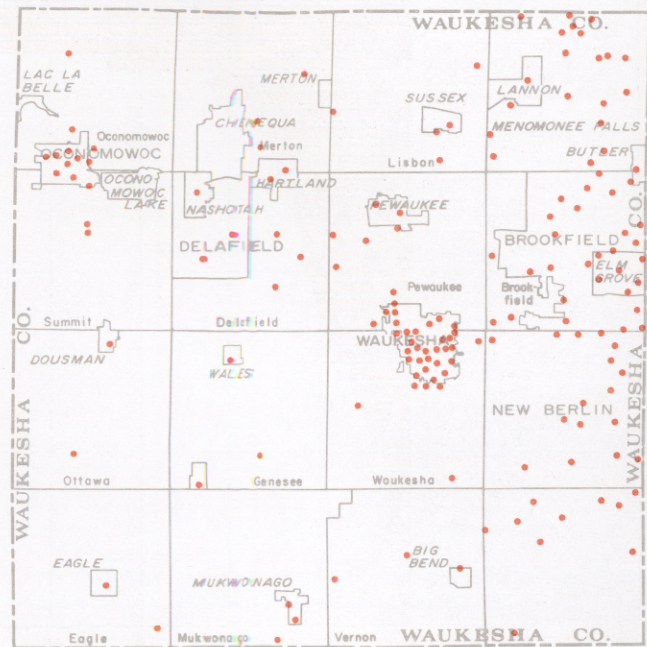
Source: U. S. Bureau of the Census and SEWRPC.

Age and Sex Composition: The age and sex composition of the resident population of Waukesha County, as reported in the 1990 U. S. Census of Population and Housing, is presented in Table 6. While males outnumbered females in the younger age groups, over all the number of females exceeded the number of males. Females outnumbered males especially in the higher age groups, reflecting, in part, the longer life expectancy of females.

As indicated in Figures 7, 8, 9, and 10, the age composition of the Waukesha County population has changed somewhat over the past three decades. The most notable changes are a decrease in the younger population and an increase in the older population. In this respect, the percentage of the population under age 15 decreased from 36 percent in 1960 to 23 percent in 1990. Conversely, the proportion of the population 65 years and older increased from 7 percent in 1960 to 10 percent in 1990. The "baby

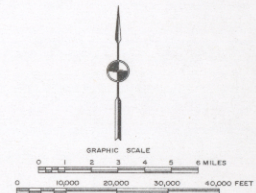
Map 2

POPULATION DISTRIBUTION IN WAUKESHA COUNTY: 1960



LEGEND

• 1,000 PERSONS



Source: U. S. Bureau of the Census and SEWRPC.

boom" age groups, persons born between 1945 and 1964, constituted a large portion, 33 percent, of the total County population in 1990.

The median age provides a general basis for comparing the age composition of populations for different areas. The median age is the age which divides the population in half, one-half older than that age and one-half younger. As indicated in Table 7, the median age of the population in Waukesha County was 34.0 years in 1990, slightly higher than the median age for the Region and Wisconsin. As might be expected from the aforementioned changes in age groups, the median age in the County changed significantly, decreasing from 27.0 years in 1960 to 25.4 years in 1970 and increasing to 29.7 years in 1980 and to 34.0 years in 1990. As further indicated in Table 7 and as shown in Figure 11, considerable variation in the median age existed among the 37 civil divisions in Wauke-

Table 5

URBAN AND RURAL POPULATION IN WAUKESHA COUNTY: 1850-1990

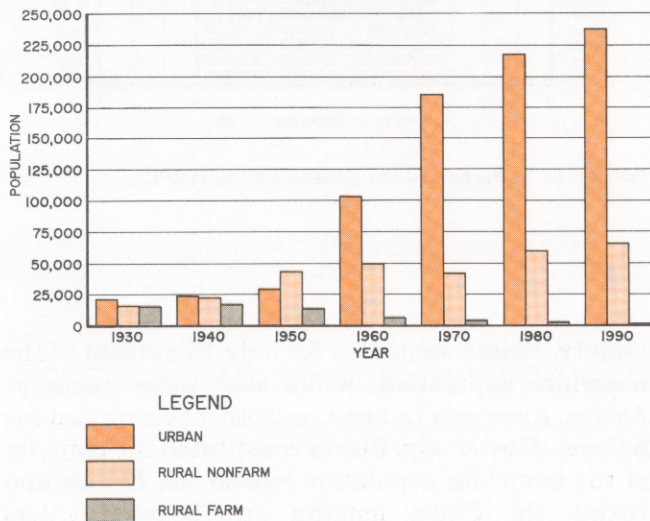
Year	Urban		Rural						Total Population
			Nonfarm		Farm		Total Rural		
	Number	Percent of Population	Number	Percent of Population	Number	Percent of Population	Number	Percent of Population	
1850	0	0.0	--	--	--	--	19,258	100.0	19,258
1860	0	0.0	--	--	--	--	26,831	100.0	26,831
1870	2,633	9.3	--	--	--	--	25,641	90.7	28,274
1880	2,969	10.3	--	--	--	--	25,988	89.7	28,957
1890	9,050	27.2	--	--	--	--	24,226	72.8	33,270
1900	10,299	29.2	--	--	--	--	24,930	70.8	35,229
1910	11,794	31.8	--	--	--	--	25,306	68.2	37,100
1920	15,859	37.2	--	--	--	--	26,753	62.8	42,612
1930	21,366	40.8	15,770	30.1	15,222	29.1	30,992	59.2	52,358
1940	23,804	37.9	22,244	35.5	16,696	26.6	38,940	62.1	62,744
1950	29,137	33.9	43,275	50.4	13,489	15.7	56,764	66.1	85,901
1960	103,002	65.1	49,268	31.1	5,979	3.8	55,247	34.9	158,249
1970	185,524	80.2	41,881	18.1	3,930	1.7	45,811	19.8	231,335
1980 ^a	217,952	77.7	59,925	21.4	2,449	0.9	62,374	22.3	280,326
1990	237,833	78.1	65,848	21.6	1,034	0.3	66,882	21.9	304,715

^aThe total population of Waukesha County in 1980 was revised to 280,203 by the U. S. Bureau of the Census. However, attributes of the population, such as urban and rural population components, were not revised.

Source: U. S. Bureau of the Census and SEWRPC.

Figure 6

URBAN AND RURAL POPULATION IN WAUKESHA COUNTY: 1930-1990



Source: U. S. Bureau of the Census and SEWRPC.

sha County in 1990. The 1990 median ages ranged from a low of 29.4 years in the Village of Hartland, to a high of 44.6 years in the Village of Elm Grove. All communities in the County, except the Village of Lac La Belle, experienced an increase in the median age between 1970 and 1990.

Table 6

AGE AND SEX COMPOSITION OF THE POPULATION IN WAUKESHA COUNTY: 1990

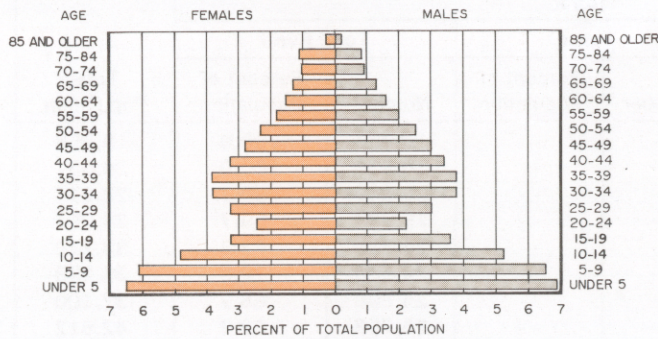
Age Group	Persons		Number of Males per 100 Females
	Male	Female	
Under 5	11,158	10,662	104.7
5 to 9	12,251	11,239	109.0
10 to 14	12,230	11,561	105.8
15 to 19	11,551	10,451	110.5
20 to 24	9,075	8,700	104.3
25 to 29	10,779	10,901	98.9
30 to 34	13,310	13,555	98.2
35 to 39	13,361	13,498	99.0
40 to 44	13,007	13,056	99.6
45 to 49	10,141	10,211	99.3
50 to 54	8,205	8,399	97.7
55 to 59	7,522	6,889	109.2
60 to 64	6,327	6,682	94.7
65 to 69	5,067	5,745	88.2
70 to 74	3,344	3,950	84.7
75 to 79	1,915	3,337	57.4
80 to 84	1,151	2,231	51.6
85 and Older	834	2,420	34.5
Total	151,228	153,487	98.5

Source: U. S. Bureau of the Census and SEWRPC.

Race and Hispanic Origin: The racial composition of the population, as reported by the 1990 U. S. Census of Population and Housing, is presented in

Figure 7

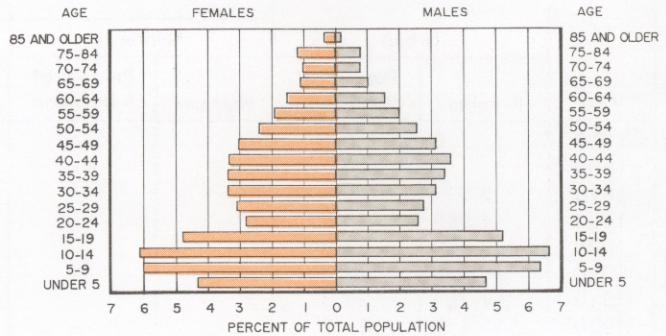
AGE-SEX DISTRIBUTION IN WAUKESHA COUNTY: 1960



Source: U. S. Bureau of the Census and SEWRPC.

Figure 8

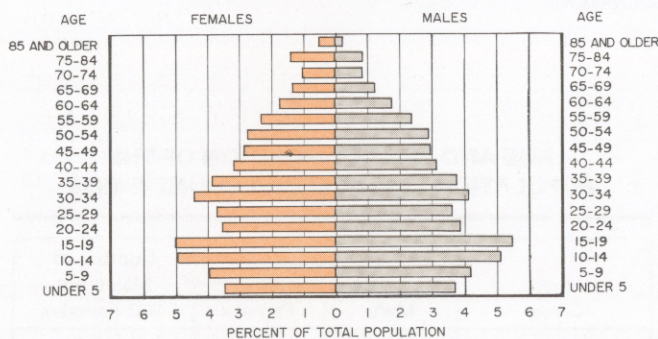
AGE-SEX DISTRIBUTION IN WAUKESHA COUNTY: 1970



Source: U. S. Bureau of the Census and SEWRPC.

Figure 9

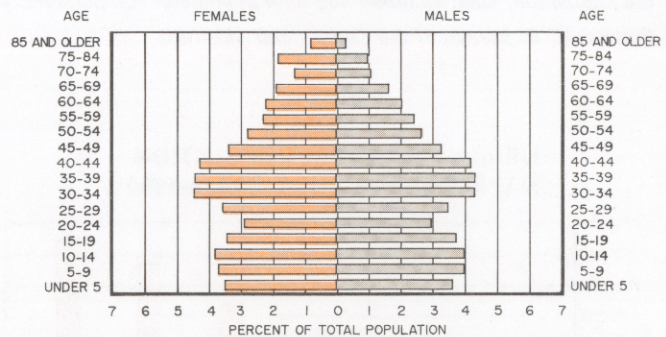
AGE-SEX DISTRIBUTION IN WAUKESHA COUNTY: 1980



Source: U. S. Bureau of the Census and SEWRPC.

Figure 10

AGE-SEX DISTRIBUTION IN WAUKESHA COUNTY: 1990



Source: U. S. Bureau of the Census and SEWRPC.

Table 8. Of the total resident population of the County, about 298,200 persons, or 98 percent, were white; the balance were nonwhite, including persons reporting their race as Black; American Indian, Eskimo, or Aleut; Asian, including Pacific Islander; and other races.

As indicated in Table 8, Waukesha County had a significantly smaller proportion of nonwhite population in 1990 than the Southeastern Wisconsin Region and the State. The nonwhite population comprised about 2 percent of the total County population, compared to about 16 percent for the Region and 8 percent for Wisconsin. The makeup of the nonwhite population of the County also differs from the regional and State pattern. In Waukesha

County, Blacks accounted for only 15 percent of the nonwhite population, while such other races as Asians, American Indians, and others comprised the balance. Conversely, Blacks constituted the majority of the nonwhite population within the Region and within the State, making up 78 percent and 65 percent, respectively, of the regional and State nonwhite populations.

The racial makeup of the 37 communities in Waukesha County is also presented in Table 8. The proportion of white population was 98 percent or greater in all but four communities in the County in 1990. The City of Waukesha had the largest nonwhite population in 1990, just under 5 percent.

Table 7

**MEDIAN AGE OF THE POPULATION IN WAUKESHA
COUNTY BY CIVIL DIVISION, THE REGION, AND
THE STATE: 1960, 1970, 1980, AND 1990**

Community	Median Age			
	1960	1970	1980	1990
Cities				
Brookfield	26.9	26.5	34.7	38.7
Delafield	33.3	29.8	30.9	35.1
Muskego	25.4	23.8	29.6	33.3
New Berlin	25.2	23.2	30.3	35.2
Oconomowoc	33.6	30.0	32.2	34.6
Waukesha	26.5	24.5	27.1	30.8
Villages				
Big Bend	28.2	25.6	26.5	31.2
Butler	23.4	24.3	31.9	35.6
Chenequa	36.6	34.6	39.7	40.4
Dousman	28.8	26.1	28.0	31.4
Eagle	28.0	26.6	27.5	31.0
Elm Grove	31.6	32.0	42.1	44.6
Hartland	25.2	24.7	25.9	29.4
Lac La Belle	28.7	38.9	33.6	36.8
Lannon	24.9	27.9	32.1	35.1
Menomonee Falls	23.9	22.3	31.1	36.0
Merton	32.3	23.0	26.1	32.2
Mukwonago	28.6	26.3	27.1	31.0
Nashotah	33.8	31.0	30.2	34.8
North Prairie	29.6	26.7	27.2	29.9
Oconomowoc Lake	38.8	35.8	35.7	40.6
Pewaukee	27.4	29.5	28.6	32.5
Sussex	26.1	19.9	26.1	30.8
Wales	23.4	24.8	25.9	30.0
Towns				
Brookfield	26.1	25.2	31.3	36.1
Delafield	25.6	22.4	28.1	33.4
Eagle	25.6	27.5	27.2	33.4
Genesee	25.5	24.1	27.5	33.1
Lisbon	23.3	24.5	29.3	34.8
Merton	28.0	28.0	31.2	35.7
Mukwonago	27.9	27.4	25.8	31.1
Oconomowoc	29.8	29.0	30.7	35.1
Ottawa	26.3	26.8	28.5	35.1
Pewaukee	31.0	29.1	31.2	34.7
Summit	32.7	31.9	32.2	36.0
Vernon	24.3	21.7	26.6	32.7
Waukesha	26.7	27.3	30.3	34.5
Waukesha County	27.0	25.4	29.7	34.0
The Region	29.7	27.6	29.7	32.8
The State	29.4	27.2	29.4	32.9

Source: U. S. Bureau of the Census and SEWRPC.

Persons of Hispanic origin are considered in the U. S. Census of Population and Housing to constitute an ethnic, rather than a racial, minority population group. As indicated in Table 9, persons indicating Hispanic origin in the 1990 Census

totalled 5,502, representing 1.8 percent of the total resident population of the County. This is a smaller percentage than that for the Southeastern Wisconsin Region, 3.5 percent, and about the same as that for the State. As further indicated in Table 9, of the total Hispanic origin population of 5,502 in Waukesha County, 3,308 persons, or approximately 60 percent, resided in the City of Waukesha in 1990.

Marital Status: Marital status directly affects population growth, since historically in Waukesha County most childbearing has been by married females. In 1991, for example, 90 percent of all births in Waukesha County were to married females. This stands in contrast to the seven-county Southeastern Wisconsin Region, where only 66 percent of all births in 1991 were to married females.

The U. S. Census of Population and Housing contains information regarding the marital status for persons 15 years of age and older. As indicated in Table 10, in 1990, 66 percent of the population in this age group in Waukesha County were married, 23 percent were never married, 5 percent were widowed, and 6 percent were divorced. The percentage of married persons in the County exceeded that for the Region, 56 percent, and for the State, 59 percent.

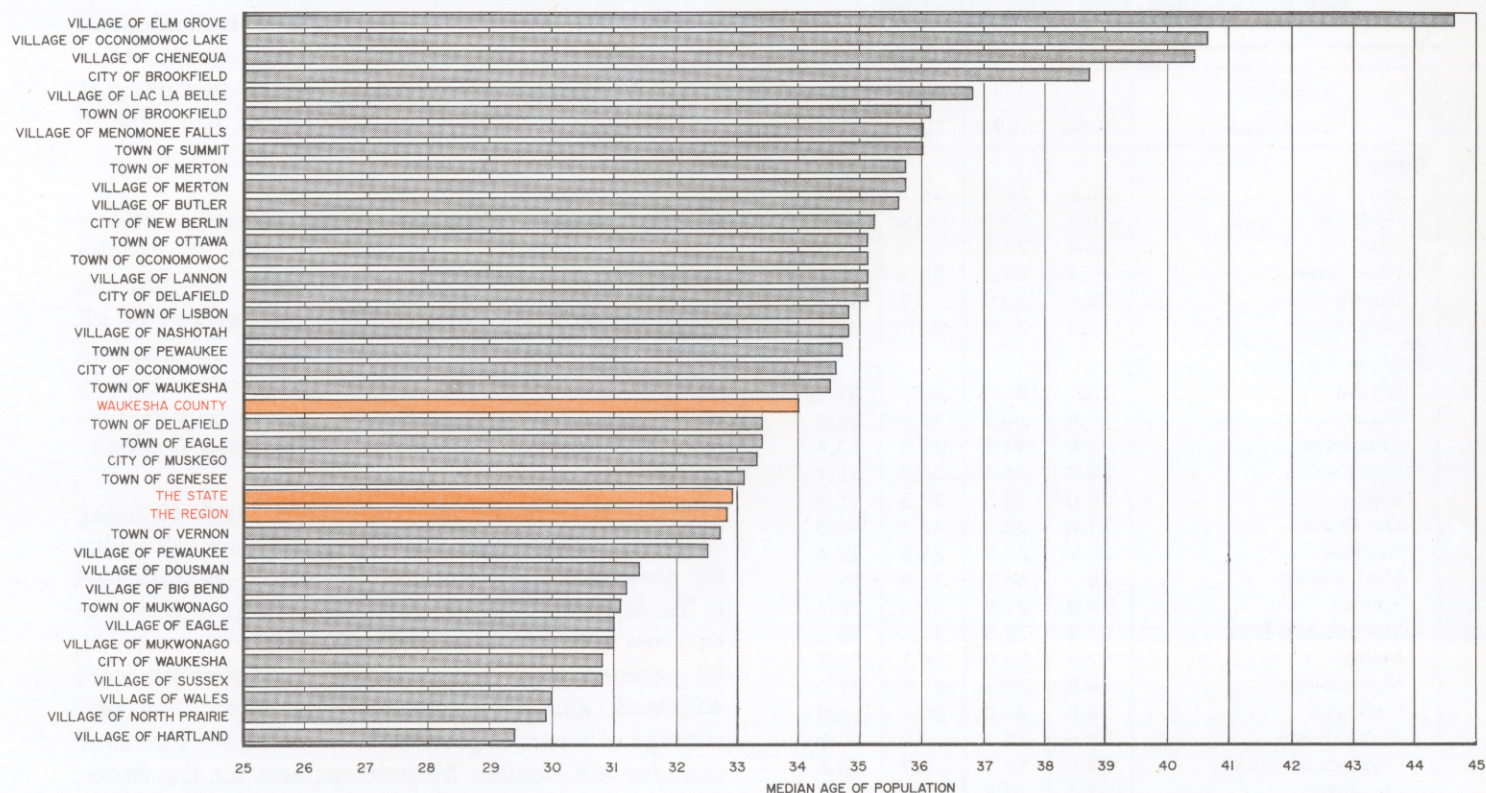
The variation among the 37 communities in the County with respect to the marital status of their resident populations is also indicated in Table 10. Among the 37 communities, the percentage of married persons ranged from 55 percent in the Village of Butler to 78 percent in the Village of Lac La Belle.

Educational Attainment: The level of formal education is an important determinant of the social and economic status of the population of an area. The U. S. Census of Population and Housing contains data on educational status for persons age 25 and older, since most formal education is completed by that age. Information regarding educational attainment levels in Waukesha County, the Region, and Wisconsin is presented in Table 11 and Figure 12.

The educational attainment of the Waukesha County population has generally been higher than that of the Southeastern Wisconsin Region and of the State during the past three decades. In 1960, 1970, 1980, and 1990, the percentage of the County population age 25 and older attaining a post-high

Figure 11

**MEDIAN AGE OF THE POPULATION IN WAUKESHA COUNTY
BY CIVIL DIVISION, THE REGION, AND THE STATE: 1990**



Source: U. S. Bureau of the Census and SEWRPC.

school education was higher than in the Region or the State. In 1990, about 56 percent of Waukesha County residents age 25 and older attained post-high school education, compared to 46 percent in the Region and 42 percent in the State. Conversely, the percentage of this age group which had not graduated from high school was 12 percent for Waukesha County, compared to about 21 percent for the Region and State.

Considerable variation existed in educational attainment among the resident populations of the 37 civil divisions in Waukesha County in 1990. As indicated in Table 12, the percentage of persons age 25 and older who had attained post-high school education ranged from more than 75 percent in the Villages of Chenequa, Elm Grove, and Oconomowoc Lake to less than 40 percent in the Villages of Big Bend, Butler, Eagle, and Lannon. The percentage of persons age 25 and older who had attained less than

a 9th grade education ranged from 11 percent in the Village of Butler to 1 percent in the Village of Lac La Belle.

Number and Characteristics of Households

One of the most important characteristics of the population with respect to land use and public facility planning is the number and size of households. A household is defined by the U. S. Bureau of the Census as the person or persons occupying a separate dwelling unit, as opposed to persons who reside in group quarters, such as dormitories or boardinghouses, or who are inmates of institutions.

As shown in Table 13, the number of households in Waukesha County increased from about 42,400 in 1960 to about 106,000 in 1990, an increase of 150 percent over that 30-year period. During the 1960s, households in the County increased at about

Table 8

**RACIAL COMPOSITION OF THE POPULATION IN WAUKESHA
COUNTY BY CIVIL DIVISION, THE REGION, AND THE STATE: 1990**

Community	White		Nonwhite										Total Population ^b	
			Black		American Indian ^a		Asian and Pacific Islander		Other Races		Subtotal			
	Persons	Percent of Total	Persons	Percent of Total	Persons	Percent of Total	Persons	Percent of Total	Persons	Percent of Total	Persons	Percent of Total	Persons	Percent of Total
Cities														
Brookfield	34,047	96.8	110	0.3	49	0.1	923	2.6	55	0.2	1,137	3.2	35,184	100.0
Delafield	5,262	98.4	0	0.0	12	0.2	25	0.5	48	0.9	85	1.6	5,347	100.0
Muskego	16,693	99.3	7	0.0	51	0.3	37	0.2	25	0.2	120	0.7	16,813	100.0
New Berlin	33,169	98.7	27	0.1	43	0.1	329	1.0	24	0.1	423	1.3	33,592	100.0
Oconomowoc	10,902	99.2	6	0.1	15	0.1	57	0.5	13	0.1	91	0.8	10,993	100.0
Waukesha	54,292	95.3	248	0.4	154	0.3	792	1.4	1,472	2.6	2,666	4.7	56,958	100.0
Villages														
Big Bend	1,287	99.1	2	0.2	0	0.0	8	0.5	2	0.2	12	0.9	1,299	100.0
Butler	2,070	99.6	0	0.0	9	0.4	0	0.0	0	0.0	9	0.4	2,079	100.0
Chenequa	566	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	566	100.0
Dousman	1,251	98.7	0	0.0	14	1.1	0	0.0	2	0.2	16	1.3	1,267	100.0
Eagle	1,180	99.8	0	0.0	0	0.0	2	0.2	0	0.0	2	0.2	1,182	100.0
Elm Grove	6,132	97.9	26	0.4	0	0.0	95	1.6	7	0.1	129	2.1	6,261	100.0
Hartland	6,881	99.6	7	0.1	8	0.1	2	0.0	8	0.2	25	0.4	6,906	100.0
Lac La Belle	282	100.0	0	0.0	0	0.0	0	0.0	0	0.0	0	0.0	282	100.0
Lannon	911	98.6	2	0.2	8	0.9	0	0.0	3	0.3	13	1.4	924	100.0
Menomonee Falls	26,502	98.7	106	0.4	20	0.1	99	0.4	113	0.4	338	1.3	26,840	100.0
Merton	1,228	99.5	2	0.2	0	0.0	2	0.2	2	0.2	6	0.5	1,234	100.0
Mukwonago	4,431	99.4	0	0.0	0	0.0	26	0.6	0	0.0	26	0.6	4,457	100.0
Nashotah	546	99.6	0	0.0	2	0.4	0	0.0	0	0.0	2	0.4	548	100.0
North Prairie	1,324	98.7	0	0.0	17	1.3	0	0.0	0	0.0	17	1.3	1,341	100.0
Oconomowoc Lake	497	99.6	0	0.0	0	0.0	0	0.0	2	0.4	2	0.4	499	100.0
Pewaukee	4,805	97.2	66	1.4	6	0.1	43	0.9	21	0.4	136	2.8	4,941	100.0
Sussex	4,978	98.8	0	0.0	18	0.3	33	0.7	10	0.2	61	1.2	5,039	100.0
Wales	2,459	99.3	0	0.0	6	0.2	7	0.3	5	0.2	18	0.7	2,477	100.0
Towns														
Brookfield	4,157	98.2	0	0.0	6	0.2	69	1.6	0	0.0	75	1.8	4,232	100.0
Delafield	5,479	95.5	219	3.8	16	0.3	5	0.1	16	0.3	256	4.5	5,735	100.0
Eagle	1,999	98.6	8	0.4	12	0.6	9	0.4	0	0.0	29	1.4	2,028	100.0
Geneseo	5,820	97.2	24	0.4	13	0.2	59	1.0	70	1.2	166	2.8	5,986	100.0
Lisbon	8,170	98.7	10	0.1	28	0.3	41	0.5	30	0.4	107	1.3	8,277	100.0
Merton	5,367	99.0	0	0.0	45	0.7	18	0.3	0	0.0	63	1.0	5,430	100.0
Mukwonago	5,938	99.4	6	0.1	0	0.0	22	0.4	8	0.1	36	0.6	5,974	100.0
Oconomowoc	7,283	99.5	40	0.5	0	0.0	0	0.0	0	0.0	40	0.5	7,323	100.0
Ottawa	2,952	98.8	13	0.4	10	0.4	0	0.0	13	0.4	36	1.2	2,988	100.0
Pewaukee	9,486	98.6	19	0.2	13	0.1	62	0.7	41	0.4	135	1.4	9,621	100.0
Summit	3,942	98.8	31	0.7	7	0.2	11	0.3	6	0.2	55	1.4	3,997	100.0
Vernon	7,508	99.5	16	0.2	17	0.2	8	0.1	0	0.0	41	0.5	7,549	100.0
Waukesha	7,446	98.4	7	0.1	18	0.2	23	0.3	72	1.0	120	1.6	7,566	100.0
Waukesha County	298,222	97.9	1,002	0.3	615	0.2	2,808	0.9	2,068	0.7	6,493	2.1	304,715	100.0
The Region	1,528,280	84.4	219,861	12.1	9,429	0.5	20,876	1.2	31,918	1.8	282,084	15.6	1,810,364	100.0
The State	4,514,315	92.3	244,305	5.0	39,725	0.8	53,058	1.1	40,366	0.8	377,454	7.7	4,891,769	100.0

^aIncludes American Indian, Eskimo, and Aleutian Islander.

^bThe total population for civil divisions may not match 1990 total population figures presented for civil divisions in Table 4. The total population of civil divisions in 1990 was revised by the U. S. Bureau of the Census, but attributes of the population, as presented in this table were not revised.

Source: U. S. Bureau of the Census and SEWRPC.

the same rate as the County resident population. During the 1970s and 1980s, however, the rate of increase in households surpassed the rate of population growth. During that time, the number of households increased by 71 percent, substantially higher than the 32 percent increase in the resident population. This continued rapid increase in households is particularly noteworthy for land use planning purposes, since the household represents

a basic consuming unit, generates much of the demand for urban land, and is an important component in the generation of the demand for transportation and other urban facilities and services.

The increase in the number of households in the County has been accompanied by a change in basic household characteristics. Consistent with regional and State trends, the average size of households in

Waukesha County has decreased over the past several decades (see Figure 13). The average household size in the County decreased from about 3.66 persons in 1960 and 1970 to about 2.83 persons in 1990. This decline reflects, among other factors, the declining birth rate and attendant decrease in the number of children in family households, as well as an increase in the number of single-person households. The number of single-person households in the County increased from 3,059, or 7.2 percent of all households, in 1960, to 17,564, or 17 percent of all households in 1990.

A family household is defined by the U. S. Bureau of the Census as one in which the household head is related to another member of the household by birth, marriage, or adoption. The 1990 U. S. Census of Population and Housing indicated that about 84,600 households, or 80 percent of all households in Waukesha County, consisted of family households. Of the total of 84,600 family households, 4,700 households, or 6 percent, consisted of single-parent families (see Table 14).

Information from the 1990 U. S. Census of Population and Housing regarding the number of households and household characteristics for civil divisions in the County is presented in Table 15. This Table indicates that there was considerable variation among communities in the County in terms of basic household characteristics, including family versus nonfamily composition, average household size, and number of single-person households.

ECONOMIC BASE

Labor Force

The labor force is the component of the resident population which can be most closely linked to the economy of an area. The labor force is currently defined as those residents 16 years of age and older who are employed or are actively seeking employment.² The labor force is indicative of the availability of labor in an area. Historical changes in the size of the labor force of an area can reflect changes in the area's economy; population growth or decline, especially in the working-age groups; and population movement from one area to another.

²Through 1960, the labor force was enumerated by the U. S. Bureau of the Census for persons 14 years of age and older. Since 1970, the labor force has been enumerated for persons 16 years of age and older.

Table 9

PERSONS OF HISPANIC ORIGIN IN WAUKESHA COUNTY BY CIVIL DIVISION, THE REGION, AND THE STATE: 1990

Community	Persons of Hispanic Origin		Total Population ^a
	Persons	Percent of Total	
Cities			
Brookfield	230	0.7	35,184
Delafield	57	1.1	5,347
Muskego	116	0.7	16,813
New Berlin	246	0.7	33,592
Oconomowoc	135	1.2	10,993
Waukesha	3,308	5.8	56,958
Villages			
Big Bend	2	0.2	1,299
Butler	12	0.6	2,079
Chenequa	0	0.0	566
Dousman	11	0.9	1,267
Eagle	12	1.0	1,182
Elm Grove	25	0.4	6,261
Hartland	39	0.6	6,906
Lac La Belle	0	0.0	262
Lannon	3	0.3	924
Menomonee Falls	166	0.6	26,840
Merton	2	0.2	1,234
Mukwonago	26	0.6	4,457
Nashotah	2	0.4	548
North Prairie	6	0.4	1,341
Oconomowoc Lake	0	0.0	499
Pewaukee	87	1.8	4,941
Sussex	57	1.1	5,039
Wales	25	1.0	2,477
Towns			
Brookfield	51	1.2	4,232
Delafield	73	1.3	5,735
Eagle	5	0.2	2,028
Geneseo	147	2.5	5,986
Lisbon	30	0.4	8,277
Merton	108	1.7	6,430
Mukwonago	31	0.5	5,974
Oconomowoc	20	0.3	7,323
Ottawa	77	2.6	2,988
Pewaukee	130	1.4	9,621
Summit	26	0.7	3,997
Vernon	38	0.5	7,549
Waukesha	199	2.6	7,566
Waukesha County	5,502	1.8	304,715
The Region	64,069	3.5	1,810,364
The State	87,609	1.8	4,891,769

^aThe total population for civil divisions may not match 1990 total population figures presented for civil divisions in Table 4. The total population of civil divisions in 1990 was revised by the U. S. Bureau of the Census, but attributes of the population, as presented in this table were not revised.

Source: U. S. Bureau of the Census and SEWRPC.

Labor force data are often referred to as "place of residence" data, as distinguished from "place of work" data, or employment data. The labor force